

## Statistics

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### Population (2003)

Hawaii:	902,704	metro	(0.4% of total U.S. metro)
	<u>354,904</u>	non-metro	(0.7% of total U.S. non-metro)
	1,257,608	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Hawaii:	129,106 jobs	(17.5% of total Hawaii employment)
United States:	22,905,338 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Hawaii:	5,398	(0.2% of total U.S. farms)
United States:	2,218,982	

### Average Farm Size (2002)

Hawaii:	241 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Hawaii:	\$533 million
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002 : #41**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Pineapples	100,616	100.0
Greenhouse/nursery	92,069	0.6
Cane for sugar	64,300	6.4
Macadamia nuts	29,640	100.0
Dairy products	22,467	0.1

### **Market Value of Agricultural Products Sold Directly to Consumers (2002)**

Hawaii: \$7 million  
United States: \$812.2 million

### **Farmers Markets (2004)**

Hawaii: 67  
United States: 3,617

### **Market Value of Certified Organic Commodities (2002)\***

Hawaii: \$4.8 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

### **Certified Organic Acreage (2001)**

Hawaii: 736 acres  
United States: 2,343,857 acres

### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Hawaii: 1  
Total: 96

## **Marketing Products and Services**

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### **Specific to Hawaii**

#### **Chairperson of Hawaii Board of Agriculture Meets with AMS**

Sandra Lee Kunimoto, Chairperson of the Hawaii Board of Agriculture, visited Washington, DC, in February 2004 to attend the midyear meeting of the National Association of State Departments of Agriculture. She took the opportunity to meet with AMS to discuss several

research topics. AMS provided technical support to the Hawaii State Department of Agriculture for the development of a farmers market facility in downtown Honolulu, and has helped with a study on transportation and distribution barriers affecting farmers and ranchers in U.S. insular areas.

### **Hawaii Agricultural Transportation Case Study**

The *Report on Geographically Disadvantaged Farmers and Ranchers* (PDF) examines the geographical disadvantage of noncontiguous States and Territories as it relates to agricultural transportation, based on information derived from interviews and listening sessions with transportation providers and producers in Hawaii and phone interviews with representatives from other insular areas, as well as using data collected from public and private sources. The Hawaii Case Study, Part II of the report, includes specific recommendations and suggests actions in the transportation arena that can improve the competitiveness of Hawaii farmers and ranchers in the U.S. marketplace, utilizing private enterprise, as well as State and U.S. Department of Agriculture programs and initiatives.

### **AMS Helps with Grass-fed Beef Project**

In August 2003, AMS, along with Robert Tse, Office of Outreach, FAS, met with Sandra Kunitomo, Chairperson of Hawaii's Board of Agriculture, and Matthew Loke, Director of the Agricultural Development Division, Hawaii Department of Agriculture, to discuss marketing studies of Hawaiian grass-fed beef in Hawaii and Japan. Grass-fed beef is an emerging niche product in meat marketing. Hawaiian ranchers are already testing its appeal at hotels and restaurants.

### **Technical Assistance for Honolulu Public Market Project**

AMS prepared background materials on local demographic conditions and considerations for public market project development in August 2003 at the request of the Hawaii Department of Agriculture, to help guide the Department's involvement with a proposed public market project in Honolulu.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$50,000 was awarded to the Hawaii Department of Agriculture, in cooperation with Fresh From the Farm, LLC, for a pilot project to explore the feasibility of establishing a farmer-based online direct marketing vehicle for farmers to serve consumers, communities, and commercial businesses locally, domestically and internationally.
- In 2003, \$50,000 was awarded to the Hawaii Department of Agriculture, in cooperation with the University of Hawaii at Manoa, to study the economic impact of factors such as geographic location, transportation rates and regulations, industry structure, and product selection and differentiation on the competitiveness of selected Hawaii agricultural products destined for mainland domestic markets.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was

developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.